GenAI Capabilities Customer Case Studies

Unveiling the power of our AI/Gen AI copilot.

National Specialty Retailer

A national specialty retailer offering a wide assortment of trend-driven products across categories needed to increase speed to market, improve product content quality, and eliminate manual inefficiencies.

The Solution

The specialty retailer deployed AI Copywriter, Attribution, and Review Analysis to unify and automate product content creation, attribute generation, and product review analysis. Leveraging generative and analytical capabilities, the retailer:

- Automatically generated SEO-optimized product copy in their distinct brand voice.
- Enriched product listings with AI-validated attributes and voice of customer insights.
- Identified gaps and inconsistencies across digital shelves, accelerating SKU activation and improving discoverability.

The Results

The GenAI solution delivered rapid, measurable results:

- **Conversion Impact:** 7%+ lift in conversions across hundreds of brands, outperforming alternative copywriting methods.
- **Revenue & Margin Growth:** 5%+ increase in sales and gross margin due to stronger product descriptions.
- **Data Confidence and Accuracy Gains:** AI validated existing attributes, generated 40% of new recommendations to fill data gaps, and identified 6% for potential correction.
- **Discoverability Boost:** Improved SEO and site search performance, driving more qualified traffic to PDPs.
- **Operational Efficiency:** Accelerated time-to-market through AI-driven workflows and reduced manual effort.